

Sunshine Strategy
425 West Beech Street
#1356
San Diego, CA 92101

August 06, 2012

Dear Station Manager,

The purpose of this letter is to inform you that effective on 8/06/2012 LMA Marketing and Advertising has been retained as the agency of record for Sunshine Strategy in the Taxpayers for Carl DeMaio campaign. They will be negotiating, ordering, and placing media on our behalf. Please forward all contracts, invoices and proposals to:

Rick Goodrich
7920 Arjons Drive, Suite E
San Diego, CA 92126

Sincerely,



Jennifer Jacobs
President Sunshine Strategy